



# Overview

## THE EYE SITE: A Traveling Exhibit on Low Vision for Shopping Centers

**THE EYE SITE** exhibit was developed by the National Eye Institute (NEI), part of the Federal government's National Institutes of Health (NIH), U.S. Department of Health and Human Services. The NEI is the lead agency for vision research and funds about 1,600 research projects throughout the country and at its facility in Bethesda, Maryland.

The exhibit consists of five colorful kiosks, ranging in height from 6 to 8 feet, and is designed to attract a cross section of the population, from young people to senior citizens. It contains an interactive multimedia touchscreen program; provides information on low vision services and resources; and displays aids and devices that help people with low vision. The exhibit and touchscreen program explain the causes of low vision, offer personal accounts of people living with low vision, and provide a self-assessment to help people determine whether they or someone they know may have low vision. A highlight of the touchscreen program is an animated character that guides the viewer through the program, as well as several short videos that provide "hands-on" advice.

One panel is customized for each market. This panel lists state and local resources and local Host Committee names.

The exhibit may be arranged in several configurations and requires a minimum of 400 square feet of display space. The kiosks are constructed of laminated plywood. Attached to the kiosks are panels, which are screen printed with text and photographs. Low voltage lighting illuminates the panels, devices, and resources.

The traveling exhibit visits shopping centers and other high traffic consumer venues. Shopping centers are today's town squares, which attract thousands of daily visitors.

### Objectives

To increase knowledge of

- Low vision
- Vision rehabilitation services
- Adaptive devices
- NIH, NEI, and its medical research

**THE EYE SITE** is a part of the NEI's National Eye Health Education Program (NEHEP). The goal of the program is to prevent blindness and promote vision rehabilitation through public and professional education programs. The NEI coordinates the NEHEP in partnership with more than 50 national organizations representing the private and public sectors.



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